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PART IV.

PUBLIC ADVERTISEMENTS.

GENERAL AND REVENUE SECRETARIAT.

No. G. 12596—*G. M.* 491-16-2, *dated* 20*th March* 1917.

The following leaflet received from the Honorary Secretary, Madras War Fund War Stamp, is published for information.

By Order,
D. M. NARASINGA RAO,
Secretary to Government,
General Department.

MADRAS WAR FUND STAMP.

His Excellency Lord Pentland, as President of the Madras War Fund has asked us to announce that the Madras War Fund Stamp will shortly be issued and be for sale.

The stamp was designed by Mr. W. S. Hadway, Superintendent, School of Arts, Madras, and shows the "Madras" Steaming along, with "Madras War Fund" inscribed along the top centre, with a life buoy of the ship in each upper corner and a red cross in each lower corner and HALF ½ ANNA along the Centre bottom line on a scroll.

The dies for the stamp have been struck by the Hyderabad State Mint, where it is being printed free of cost by the generosity of His Highness the Nizam.

In the name of the subscribers, His Excellency hopes that all the leading firms and establishments in Madras will undertake to sell these stamps as is done in Bombay. The success attained there should stimulate every one in this Presidency to endeavour to surpass the efforts of Bombay, where over a lakh has already been obtained for the Bombay Presidency War Relief Fund by the sale of their stamp. The whole cost of production in Bombay was met by business firms and a most generous reception was accorded to the Stamp itself. One firm alone took Rs. 950 of the stamp and another undertook to affix them to every shipping order issued by them, while many firms enclosed notices of the stamp in their correspondence. All shops, clubs, hotels, etc., sell them and have distributed posters and handbills. Cinema proprietors sell them in each performance, and all the papers do their best to promote the sale, while every one can help by affixing a stamp as a seal to their ordinary correspondence.

Stamps will be sold bound up in books containing 32 stamps and will be procurable in this form from the Honorary Secretary, Madras War Fund Stamp, Government House, Madras.

Stamps will also be procurable from the Local Secretaries of the Ladies' Depot of the Madras War Fund, and His Excellency takes this opportunity of asking the Secretaries to kindly undertake this work in addition to the help they are already giving to the fund.

The arrival of the stamp will be notified in due course and application for books of stamps will then be gratefully received.

It must be clearly understood that the stamp cannot be used as a postage stamp but merely as a seal to the letter to which it is affixed to show that the writer is subscribing to the War Fund by buying and using the stamp; also by this means, he will be advertising the stamp and the War Fund all over the Presidency.

GOVERNMENT HOUSE, MADRAS,
19th February 1917.

L. M. PEET, CAPTAIN,
Honorary Secretary,
Madras War Fund Stamp.

AN APPEAL TO ALL WHO WRITE LETTERS.

Professional men. *Banks.*
Insurance Companies. *Commercial Firms.*

Private citizens.

The Madras War Fund, under the Presidency of His Excellency the Lord Pentland invite you to purchase the attractive War Stamp, which will be sold for the benefit of the Fund.

The stamp shows a view of the Hospital Ship "Madras" and by the generous permission of His Highness the Nizam has been printed at the Hyderabad mint as a gift to the Fund.

If the public will co-operate and make a point that no letter should be posted in the Madras Presidency unless it bears, in addition to the Postal Stamp one of our special War Stamps, the Madras War Fund, and the consequent increase in its power to aid the men of our fighting forces, will be very considerably increased.

The Madras War Fund has supplied horses for service in Europe, has organised, equipped and despatched to France the Madras Volunteer Motor Cyclist Corps has equipped and is maintaining the Hospital Ship "Madras" and the River Hospital Ship "Sikkim" which are now working for the Mesopotamian Expeditionary Force, has given grants of money for the use of troops and hospitals at the front and especially in Mesopotamia, to which also through its ladies Depot it has sent and is now sending every week supplies of extra clothing and comforts of all kinds. It is now organising and equipping the Madras Gardeners Corps for service in Mesopotamia.

The stamp costs half an anna and the first consignment is expected to be on sale throughout the Presidency about the first week in April.

They will be sold in books of 32.

Please book your orders now, applying to—

CAPTAIN PEET,
A.-D.-C. to H. E. the Governor,
Honorary Secretary for War Stamps.

MADRAS WAR FUND,

GOVERNMENT HOUSE, MADRAS.

"It is only a lick and a stick and then,
Whatever the chit may be,
It is giving help to your fighting men,
Fighting for you and me."